

ORDER



Orders
Order / Rev: 45095
Alt Order #: 27666966
Product Desc: Order
Estimate: 125131
Flight Dates: 01/25/22 - 01/31/22
Original Date / Rev: 01/21/22 / 01/21/22
Order Type: GENERAL

KLKN-TV

Primary AE: Katz Washington, D.C.
Sales Office: DC
Sales Region: National

Agency
Name: Smart Media Group
Buying Contact:
Billing Contact:
 1427 Leslie Ave
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Herbster for Governor
Demographic: A35+
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-04

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/27/21	01/30/22	21	\$2,310.00	\$1,963.50
01/31/22	01/31/22	4	\$410.00	\$348.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2022	21	\$2,310.00	\$1,963.50	0.00
February 2022	4	\$410.00	\$348.50	0.00
Totals	25	\$2,720.00	\$2,312.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	01/25/22	01/25/22	Ch 8 News Midday M-F	CM	11a-12p	-T-----	:30	1	\$40.00	P-05	0.00	NM	1	\$40.00
				Ch 8 News Midday M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/24/22	01/30/22	-T-----		1				\$40.00		0.00			
N 2	KLKN	01/26/22	01/26/22	Ch 8 News Midday M-F	CM	11a-12p	--W----	:30	1	\$40.00	P-05	0.00	NM	1	\$40.00
				Ch 8 News Midday M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/24/22	01/30/22	--W----		1				\$40.00		0.00			
N 3	KLKN	01/27/22	01/27/22	Ch 8 News Midday M-F	CM	11a-12p	---T---	:30	1	\$40.00	P-05	0.00	NM	1	\$40.00
				Ch 8 News Midday M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/24/22	01/30/22	---T---		1				\$40.00		0.00			
N 4	KLKN	01/28/22	01/28/22	Ch 8 News Midday M-F	CM	11a-12p	----F--	:30	1	\$40.00	P-05	0.00	NM	1	\$40.00
				Ch 8 News Midday M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/24/22	01/30/22	----F--		1				\$40.00		0.00			
N 5	KLKN	01/31/22	01/31/22		CM	11a-12p	M-----	:30	1	\$40.00	P-05	0.00	NM	1	\$40.00

Order / Rev: 45095
 Alt Order #: 27666966
 Flight Dates: 01/25/22 - 01/31/22

Advertiser: Herbster for Governor
 Product Desc: Order
 Estimate: 125131

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Ch 8 News Midday M-F											
				Ch 8 News Midday M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/31/22	02/06/22	M-----		1				\$40.00		0.00			
N 6	KLKN	01/30/22	01/30/22	This Week	CM	8a-9a	-----S	:30	2	\$45.00	P-05	0.00	NM	2	\$90.00
				This Week											
				THIS WEEK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	-----S		2				\$45.00		0.00			
N 7	KLKN	01/25/22	01/25/22	Ch 8 News at 10p M-F	CM	10p-1035p	-T-----	:30	1	\$175.00	P-05	0.00	NM	1	\$175.00
				Ch 8 News at 10p M-F											
				CHANNEL 8 EYEWITNESS											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	-T-----		1				\$175.00		0.00			
N 8	KLKN	01/26/22	01/26/22	Ch 8 News at 10p M-F	CM	10p-1035p	--W----	:30	1	\$175.00	P-05	0.00	NM	1	\$175.00
				Ch 8 News at 10p M-F											
				CHANNEL 8 EYEWITNESS											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	--W----		1				\$175.00		0.00			
N 9	KLKN	01/27/22	01/27/22	Ch 8 News at 10p M-F	CM	10p-1035p	---T---	:30	1	\$175.00	P-05	0.00	NM	1	\$175.00
				Ch 8 News at 10p M-F											
				CHANNEL 8 EYEWITNESS											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	---T---		1				\$175.00		0.00			
N 10	KLKN	01/28/22	01/28/22	Ch 8 News at 10p M-F	CM	10p-1035p	----F--	:30	1	\$175.00	P-05	0.00	NM	1	\$175.00
				Ch 8 News at 10p M-F											
				CHANNEL 8 EYEWITNESS											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	----F--		1				\$175.00		0.00			
N 11	KLKN	01/31/22	01/31/22	Ch 8 News at 10p M-F	CM	10p-1035p	M-----	:30	1	\$175.00	P-05	0.00	NM	1	\$175.00
				Ch 8 News at 10p M-F											
				CHANNEL 8 EYEWITNESS											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/31/22	02/06/22	M-----		1				\$175.00		0.00			
N 12	KLKN	01/26/22	01/26/22	M-F 630p-7p	CM	630p-7p	--W----	:30	1	\$120.00	P-05	0.00	NM	1	\$120.00
				M-F 630p-7p											
				ENTERTAINMENT TONIGH											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	--W----		1				\$120.00		0.00			
N 13	KLKN	01/27/22	01/27/22	M-F 630p-7p	CM	630p-7p	---T---	:30	1	\$120.00	P-05	0.00	NM	1	\$120.00
				M-F 630p-7p											
				ENTERTAINMENT TONIGH											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	---T---		1				\$120.00		0.00			
N 14	KLKN	01/28/22	01/28/22	M-F 630p-7p	CM	630p-7p	----F--	:30	1	\$120.00	P-05	0.00	NM	1	\$120.00
				M-F 630p-7p											
				ENTERTAINMENT TONIGH											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		01/24/22	01/30/22	----F--		1				\$120.00		0.00			
N 15	KLKN	01/31/22	01/31/22	M-F 630p-7p	CM	630p-7p	M-----	:30	1	\$120.00	P-05	0.00	NM	1	\$120.00
				M-F 630p-7p											
				ENTERTAINMENT TONIGH											
				ADDED WEIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 45095
 Alt Order #: 27666966
 Flight Dates: 01/25/22 - 01/31/22

Advertiser: Herbster for Governor
 Product Desc: Order
 Estimate: 125131

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/31/22	02/06/22	M-----			1		\$120.00	0.00					
N 16	KLKN	01/30/22	01/30/22	Sunday Prime 2 Sunday Prime 2	CM	7p-8p	-----S	:30	2	\$175.00	P-05	0.00	NM	2	\$350.00
		SUN PRIME 2													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/24/22	01/30/22	-----S			2		\$175.00	0.00					
N 17	KLKN	01/30/22	01/30/22	Sunday Prime 3 Sunday Prime 3	CM	8p-9p	-----S	:30	2	\$175.00	P-05	0.00	NM	2	\$350.00
		SUN PRIME 3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/24/22	01/30/22	-----S			2		\$175.00	0.00					
N 18	KLKN	01/25/22	01/25/22	Good Morning America Good Morning America	CM	7a-9a	-T-----	:30	1	\$75.00	P-05	0.00	NM	1	\$75.00
		GMA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/24/22	01/30/22	-T-----			1		\$75.00	0.00					
N 19	KLKN	01/26/22	01/26/22	Good Morning America Good Morning America	CM	7a-9a	--W----	:30	1	\$75.00	P-05	0.00	NM	1	\$75.00
		GMA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/24/22	01/30/22	--W----			1		\$75.00	0.00					
N 20	KLKN	01/27/22	01/27/22	Good Morning America Good Morning America	CM	7a-9a	---T---	:30	1	\$75.00	P-05	0.00	NM	1	\$75.00
		GMA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/24/22	01/30/22	---T---			1		\$75.00	0.00					
N 21	KLKN	01/28/22	01/28/22	Good Morning America Good Morning America	CM	7a-9a	----F--	:30	1	\$75.00	P-05	0.00	NM	1	\$75.00
		GMA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/24/22	01/30/22	----F--			1		\$75.00	0.00					
N 22	KLKN	01/31/22	01/31/22	Good Morning America Good Morning America	CM	7a-9a	M-----	:30	1	\$75.00	P-05	0.00	NM	1	\$75.00
		GMA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 01/31/22	02/06/22	M-----			1		\$75.00	0.00					
													Totals	25	\$2,720.00



125 West 55th St
New York, NY 10019

Contract # 27666966	Changes as of: 1/21/2022 at 2:55 PM	Version: Current State Version 1	
CPE: HRBST/ORDR/125131	Flight: 1/25/22 - 1/31/22	Station: KLKN	Con Type: POLITICAL/VOTE
Agency: Smart Media Group	Advertiser: Herbster for Governor	Market: Lincoln&Hstng-Krny-Pls DMA	Total \$: \$2,720.00
PO BOX 26067	Product: Order	Office: WASHINGTON	Total Spots: 25
ALEXANDRIA, VA 22313	Agency Order #: 30078257	Service: Nielsen	Total CPP: \$69.57
	Buyer: Gaeckler, Elaine	Primary Demo: Adults 35+	Total GRP: 39.1
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA BRADLEY 202-955-5342	Traffic #: 45095

Separation:

Comments: This is a new order for Herbster. Payment will be issued asap. WHEN YOU CONFIRM THE ORDER, PLEASE CONFIRM THAT ALL RATES ARE THE SAME AS PILLEN IN ALL TIME PERIODS. Thank you! Elaine

#	Day/Time	DP	Program	Rate	Len	1/25 - 1/31							Total Spots	Total \$	CPP*	GRP*
						1/25	1/26	1/27	1/28	1/29	1/30	1/31				
1	M-F 11a-12n		CHANNEL 8 EYEWITNESS	\$40.00	30	1	1	1	1	0	0	1	5	\$200.00	\$25.00	8.0
2	Su 8a-9a		THIS WEEK	\$45.00	30	0	0	0	0	0	2	0	2	\$90.00	\$45.00	2.0
3	M-F 10p-10:35p		CHANNEL 8 EYEWITNESS	\$175.00	30	1	1	1	1	0	0	1	5	\$875.00	\$125.00	7.0
ADDED WEIGHT																
4	M-F 6:30p-7p		ENTERTAINMENT TONIGH	\$120.00	30	0	1	1	1	0	0	1	4	\$480.00	\$57.14	8.4
ADDED WEIGHT																
7	Su 7p-8p		SUN PRIME 2	\$175.00	30	0	0	0	0	0	2	0	2	\$350.00	\$76.09	4.6
8	Su 8p-9p		SUN PRIME 3	\$175.00	30	0	0	0	0	0	2	0	2	\$350.00	\$97.22	3.6
9	M-F 7a-9a		GMA	\$75.00	30	1	1	1	1	0	0	1	5	\$375.00	\$68.18	5.5
TOTALS:						3	4	4	4	0	6	4	25	\$2,720.00	\$69.57	39.1



125 West 55th St
New York, NY 10019

Contract # 27666966	Changes as of: 1/21/2022 at 2:55 PM	Version: Current State Version 1
CPE: HRBST/ORDR/125131	Flight: 1/25/22 - 1/31/22	Station: KLKN
Agency: Smart Media Group	Advertiser: Herbster for Governor	Market: Lincoln&Hstng-Krny-Pls DMA
PO BOX 26067	Product: Order	Office: WASHINGTON
ALEXANDRIA, VA 22313	Agency Order #: 30078257	Service: Nielsen
	Buyer: Gaeckler, Elaine	Primary Demo: Adults 35+
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA BRADLEY 202-955-5342
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$2,720.00
		Total Spots: 25
		Total CPP: \$69.57
		Total GRP: 39.1
		Traffic #: 45095

Special Instructions	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
01/21/22 2:32 PM	ALEXANDRA BRADLEY	This is a new order for Herbster. Payment will be issued asap. WHEN YOU CONFIRM THE ORDER, PLEASE CONFIRM THAT ALL RATES ARE THE SAME AS PILLEN IN ALL TIME PERIODS. Thank you! Elaine

Competitive Information	
Market Budget:	\$2,840
KLKN Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	25	\$2,720.00	\$69.57	39.1
Total	100%	25	\$2,720.00	\$69.57	39.1

Monthly Summary		
Month	Spots	Dollars
2022-Jan	21	\$2,310.00
2022-Feb	4	\$410.00
Total	25	\$2,720.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	1/21/22 2:40 PM					\$0	\$0	
New	1/21/22 2:31 PM	ALEXANDRA BRADLEY	Confirming	25		\$2,720.00	\$2,720.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
----------------------------------	---